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recognition of said feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and a display unit for presenting said programming material.

169. A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said recognition unit.

170. A system as defined in claim 169 wherein said data link comprises an image data link.

171. A system as defined in claim 169 wherein said data link comprises a video data link.

172. A system as defined in claim 169 wherein said data link comprises a programming data link.

173. A system as defined in claim 169 wherein said data link

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comprises a sound data link.

174. A system as defined in claim 169 wherein said data link comprises an online data link.

175. A system as defined in claim 169 wherein said data link comprises a online shopping data link.

176. A system as defined in claim 169 wherein said data link comprises a pictorial data link.

177. A system as defined in claim 169 wherein said data link comprises an electronic data link.

178. A system as defined in claim 169 wherein said data link comprises an electronic media link.

179. A system as defined in claim 169 wherein said data link comprises an "information superhighway" data link.

180. A system as defined in claim 179 wherein said "information

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system as defined in claim 179 wherein said "information highway" data link comprises the world wide web.

system as defined in claim 179 wherein said "information highway" data link comprises a computer network.

system as defined in claim 179 wherein said "information highway" data link comprises an ISDN network.

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system as defined in claim 179 wherein said "information highway" data link comprises a telephone line.

system as defined in claim 179 wherein said "information highway" data link comprises a CATV line.

system as defined in claim 179 wherein said "information highway" data link comprises a local area network.

system as defined in claim 179 wherein said "information highway" data link comprises a wide area network.

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superhighway" data link comprises a wide area network.

188. A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.

189. A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

190. A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.

191. A system as defined in claim 179 wherein said "information superhighway" data link comprises a wireless network link.

192. A system as defined in claim 179 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

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193. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ethernet network.
194. A system as defined in claim 179 wherein said "information superhighway" data link comprises a RF cellular network.
195. A system as defined in claim 179 wherein said at least one machine recognizable feature comprises a bar code.
196. A system as defined in claim 195 wherein said bar code comprises a Universal Product Code.
197. A system as defined in claim 195 wherein said at least one machine recognizable feature comprises an invisible bar code.
198. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.
199. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

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200. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.
201. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.
202. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.
203. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.
204. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.
205. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.
206. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

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207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

208. A system as defined in claim 207 wherein said invisible watermark comprises a digital watermark.

209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

210. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

211. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

213. A system as defined in claim 168 wherein said at least one

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machine recognizable feature comprises a code.

214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an on line shopping product code.

215. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.



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219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.
220. A system as defined in claim 168 wherein said programming material comprises information.
221. A system as defined in claim 220 wherein said information comprises product information.
222. A system as defined in claim 220 wherein said information comprises retailer information.
223. A system as defined in claim 220 wherein said information comprises shipping information.
224. A system as defined in claim 220 wherein said information comprises return information.
225. A system as defined in claim 220 wherein said information comprises payment information.

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226. A system as defined in claim 168 wherein said programming material comprises a service.

227. A system as defined in claim 226 wherein said service includes displaying promotional programming on said display unit of a user.

228. A system as defined in claim 226 wherein said service includes displaying a Web page related to an organization referenced in said catalog.

229. A system as defined in claim 226 wherein said service includes conducting an interaction with a plurality of individuals associated with said catalog via a telephone.

230. A system as defined in claim 226 wherein said service includes conducting an interaction with a plurality of individuals associated with said catalog via an online communication chat link.

231. A system as defined in claim 168 wherein said display unit

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comprises a personal computer.

232. A system as defined in claim 231 wherein said personal computer comprises a laptop computer.

233. A system as defined in claim 168 wherein said display unit comprises a television.

234. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

235. A system as defined in claim 234 wherein said device containing a microprocessor is hand-held.

236. A system as defined in claim 234 wherein said device containing a microprocessor is portable.

237. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

238. A system as defined in claim 168 wherein said display unit

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comprises an internet appliance.

239. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

240. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

241. A system as defined in claim 168 wherein said display unit comprises a simulated book.

242. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

243. A system as defined in claim 168 wherein said display unit comprises a web-based television.

244. A system as defined in claim 168 wherein said display unit comprises a pager.

245. A system as defined in claim 168 wherein said display unit

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comprises an Internet-enabled telephone.

246. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

247. A system as defined in claim 246 wherein said recognition unit is linked to a personal computer.

248. A system as defined in claim 246 wherein said recognition unit is linked to a wireless interface.

249. A system as defined in claim 248 wherein said wireless interface comprises a wireless network.

250. A system as defined in claim 249 wherein said wireless network comprises a cellular network.

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251. A system as defined in claim 248 wherein said wireless interface comprises a cellular telephone.
252. A system as defined in claim 248 wherein said wireless interface comprises a pager.
253. A system as defined in claim 248 wherein said wireless interface comprises a wireless personal computer.
254. A system as defined in claim 248 wherein said wireless interface comprises a personal digital assistant.
255. A system as defined in claim 246 wherein said recognition unit is linked to a personal digital assistant.
256. A system as defined in claim 246 wherein said recognition unit is linked to an Internet appliance.
257. A system as defined in claim 246 wherein said recognition unit is linked to a television set.

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258. A system as defined in claim 246 wherein said recognition unit comprises a portion of a cellular telephone.

259. A system as defined in claim 246 wherein said recognition unit comprises a portion of a personal digital assistant.

260. A system as defined in claim 246 wherein said recognition unit comprises a portion of a remote control unit.

261. A system as defined in claim 246 wherein said recognition unit comprises a portion of a handwriting implement.

262. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a printed catalog;

scanning said machine recognizable feature of said printed catalog; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is

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263. The method of claim 262 wherein said communication link includes the Internet.

264. The method of claim 262 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

265. A method of providing a user access to supplemental programming material associated with a printed catalog, comprising the steps of:

imprinting a machine recognizable feature within said printed catalog wherein said machine recognizable feature has associated therewith a command sequence for accessing



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scanning said machine recognizable feature within said  
printed catalog and downloading data indicative of said  
machine recognizable feature via the Internet to a remote  
server;

transmitting said programming material to said user  
allowing said user to perceive said programming material in  
a humanly perceivable form, wherein said programming  
material is related to said printed catalog.

266. The method of claim 265 wherein said programming material comprises multimedia.
267. The method of claim 265 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of

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